



WXYZ

ORDER

Print Date 09/24/12

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Flight Dates **10/09/12-11/06/12**

Contract / Revision **311835 /** **Americans for Job Security**

Original Date / Revision Agency Com 15%

09/20/12 09/20/12 Billing Contact

Advertiser **Americans for Job Security**
7669 Stagers Loop
Delaware, OH 43015

Agency **Strategic Media Placement**

Buying Contact
7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **2718**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	62	\$112,710.00	\$132,600.00	0.00	10/01/12	10/28/12	62	\$112,710.00	\$132,600.00
November 2012	33	\$57,545.00	\$67,700.00	0.00	10/29/12	11/06/12	33	\$57,545.00	\$67,700.00
Totals	95	\$170,255.00	\$200,300.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/09/12	11/06/12	6am News M-F Action News 6am	CM	6-7am M-F	MTWTF--	:30	5	\$1,500.00	FX	0.00 NM	18	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	- TWTF--		3			\$1,500.00			0.00		
Week:		10/15/12	10/21/12	MTWTF--		4			\$1,500.00			0.00		
Week:		10/22/12	10/28/12	MTWTF--		4			\$1,500.00			0.00		
Week:		10/29/12	11/04/12	MTWTF--		5			\$1,500.00			0.00		
Week:		11/05/12	11/11/12	MT-----		2			\$1,500.00			0.00		
N 2	WXYZ	10/09/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	5	\$1,600.00	FX	0.00 NM	16	\$25,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		



WXYZ

Print Date: 09/24/12

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Contract / Revision **311835** Flight Dates **10/09/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:20:00

Advertiser **Americans for Job Security** Product **Americans for Job Security** Estimate # **2718**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WXYZ	10/09/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	5	\$1,600.00	FX	0.00 NM	16	\$25,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- TWTF--					3	\$1,600.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					3	\$1,600.00		0.00		
Week:		10/22/12	10/28/12	MTWTF--					4	\$1,600.00		0.00		
Week:		10/29/12	11/04/12	MTWTF--					4	\$1,600.00		0.00		
Week:		11/05/12	11/11/12	MT-----					2	\$1,600.00		0.00		
N 3	WXYZ	10/09/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	MTWTF--	:30	3	\$2,000.00	FX	0.00 NM	14	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- TWTF--					3	\$2,000.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					3	\$2,000.00		0.00		
Week:		10/22/12	10/28/12	MTWTF--					3	\$2,000.00		0.00		
Week:		10/29/12	11/04/12	MTWTF--					3	\$2,000.00		0.00		
Week:		11/05/12	11/11/12	M-----					2	\$2,000.00		0.00		
N 4	WXYZ	10/09/12	11/05/12	7p News M-F 7-730p	CM	7-730pm M-F	MTWTF--	:30	3	\$2,000.00	FX	0.00 NM	14	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- TWTF--					3	\$2,000.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					3	\$2,000.00		0.00		
Week:		10/22/12	10/28/12	MTWTF--					3	\$2,000.00		0.00		
Week:		10/29/12	11/04/12	MTWTF--					3	\$2,000.00		0.00		
Week:		11/05/12	11/11/12	M-----					2	\$2,000.00		0.00		
N 5	WXYZ	10/09/12	11/05/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	MTWTFSS	:30	5	\$4,000.00	P-2	0.00 NM	20	\$80,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- TWTFSS					4	\$4,000.00		0.00		
Week:		10/15/12	10/21/12	MTWTFSS					5	\$4,000.00		0.00		
Week:		10/22/12	10/28/12	MTWTFSS					5	\$4,000.00		0.00		
Week:		10/29/12	11/04/12	MTWTFSS					5	\$4,000.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$4,000.00		0.00		
N 6	WXYZ	10/13/12	11/03/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$900.00	FX	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----S-					1	\$900.00		0.00		
Week:		10/15/12	10/21/12	-----S-					1	\$900.00		0.00		
Week:		10/22/12	10/28/12	-----S-					1	\$900.00		0.00		
Week:		10/29/12	11/04/12	-----S-					1	\$900.00		0.00		
N 7	WXYZ	10/14/12	11/04/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----S					1	\$900.00		0.00		
Week:		10/15/12	10/21/12	-----S					1	\$900.00		0.00		
Week:		10/22/12	10/28/12	-----S					1	\$900.00		0.00		
Week:		10/29/12	11/04/12	-----S					1	\$900.00		0.00		
N 8	WXYZ	10/14/12	11/04/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$900.00	FX	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----S					1	\$900.00		0.00		
Week:		10/15/12	10/21/12	-----S					1	\$900.00		0.00		
Week:		10/22/12	10/28/12	-----S					1	\$900.00		0.00		
Week:		10/29/12	11/04/12	-----S					2	\$900.00		0.00		

Totals 95 \$200,300.00